

What is claimed is:

1. A disposable absorbent article having an area which is visible when the article is worn, a color gradation in said area providing a coloration which varies in intensity over the area from a higher intensity of color to a lower intensity of color, and a visible element in said area at a location where the coloration is of lower intensity or absent so as not to obscure the visibility of the element.

5 2. A disposable absorbent article as set forth in claim 1 wherein said visible element is a graphic.

3. A disposable absorbent article as set forth in claim 1 wherein said visible element is a registration mark.

4. A disposable absorbent article as set forth in claim 1 wherein said visible element is a wetness indicator.

5. A disposable absorbent article as set forth in claim 4 having an outer cover and an absorbent material disposed inside the cover, said color gradation and wetness indicator disposed on the cover.

6. A disposable absorbent article as set forth in claim 5 wherein said wetness indicator comprises an active graphic.

7. A disposable absorbent article as set forth in claim 5 wherein the article is a pant having a front region, a back region, and a crotch region, said wetness indicator being on a portion of the crotch region which is substantially free of color.

8. A disposable absorbent article as set forth in claim 7 wherein said coloration changes from higher intensity to lower intensity generally in the direction of said crotch region.

9. A disposable absorbent article as set forth in claim 7 wherein said coloration changes from higher intensity to lower intensity generally in the direction of one or more sides of the pant.

10. A disposable absorbent article as set forth in claim 8 or 9 wherein said color gradation involves only one color.

11. A disposable absorbent article as set forth in claim 8 or 9 wherein said color gradation involves a combination of different colors.

12. A disposable absorbent article as set forth in claim 1 further comprising a graphic on said article, and a registration mark on said article for use in positioning said graphic on the article.

13. A disposable absorbent article as set forth in claim 12 wherein said article is a pant having a crotch section, and wherein said registration mark is located on said crotch region.

14. A disposable absorbent article as set forth in claim 1 comprising a training pant having outer cover with an interior surface and an opposite exterior surface, and an absorbent material disposed on the interior surface, said pant further having front, back and crotch regions, said visible element comprising an active graphic on said crotch region for indicating the wetness of said section.

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15. A disposable absorbent pant comprising an outer cover with an interior surface and an opposite exterior surface, an absorbent material disposed on the interior surface of the cover, said pant further having front and back regions which define a waist region, a crotch region

extending between the front and back regions, a color gradation on an area of the article which is visible when the article is worn, said color gradation providing a coloration which varies from a higher intensity of color in the vicinity of the waist region to a lower intensity of color toward the crotch region, and a wetness indicator in said crotch region at a location where the coloration is of lower intensity or absent so as not to obscure an indication of wetness by the wetness indicator.

16. A disposable absorbent pant as set forth in claim 15 wherein said wetness indicator comprises an active graphic.